

Staff Summary Report



Council Meeting Date: 06-23-04

Agenda Item Number: _____

SUBJECT: Request for Authorization for the City Manager, or his Designee, to Negotiate 2004 Fiesta Bowl Block Party Ticket Prices

DOCUMENT NAME: 20040623csmr01 **FIESTA BOWL ADMINISTRATION (0105-01-02)**

SUPPORTING DOCS: None

COMMENTS: Per the provisions of the agreement, the parties must meet and agree on the financial conditions for the next event in writing by July 1. The Tempe City Manager is hereby requesting authorization for him, or his designee, to negotiate and approve in writing with the Fiesta Bowl an increase in pre-sale ticket prices for non-residents and gate tickets for all attendees up to \$5 each with Tempe resident pre-sale ticket prices to remain unchanged at \$5 each.

PREPARED BY: Mark Richwine, Parks and Recreation Director, (480) 350-5325

REVIEWED BY: Tom Canasi, Community Services Manager, (480) 350-5305

LEGAL REVIEW BY: Ron Dunham, Assistant City Attorney, (480) 350-8814

FISCAL NOTE: This action has no effect on the fiscal participation by the City of Tempe. The requested changes will allow the Fiesta Bowl to generate additional income to cover the increased expenses associated with producing the event. The ticket prices have remained unchanged since the initial agreement with the Fiesta Bowl in 1996.

RECOMMENDATION: Staff recommends approval of this request for authorization.

ADDITIONAL INFO: The City of Tempe and Fiesta Events have worked together for eight years to provide an exciting family experience for the citizens of Tempe on New Year's Eve, making Tempe one of the top ten New Year's destinations in the United States.